

## The Exhibition Stand Design Guide

Whether it is your first time or you are seasoned exhibitor it is often useful to bounce your ideas off a professional when it comes to designing your stand. At Warrens we like to meet with you to take a detailed brief right at the beginning; this may be once you have chosen your exhibition and bought your space, or it may be even earlier than that, when you are still deciding when and where to go. A good contractor can help you decide on the right show in the right place.

The brief consists of asking you a number of questions that will help us understand your requirements and ensure that we will help you get the most out of any event you attend.

**When and where?** How many shows or events are you planning to attend in the year? Do you want to be able to reuse your stand? Are the events in the UK or will you be exhibiting overseas as well? You need to be sure that you are attending the right show with the calibre of visitors that your product or service needs.

**Name of Show and organiser** – Once you have decided to use a contractor they will liaise directly with the show organisers, completing the required health and safety information and booking the facilities. This means you do not have to worry about meeting the organisers deadlines or deal with any language problems in overseas shows.

**Hall plan and stand size** – We need to know the dimensions of your stand, the number of open sides along with the orientation are required before the design process can begin. Studying the hall plan can reveal important considerations such as columns in the way.

**Budget** – this is the question that no one likes to answer but it is crucial to give an idea of spend as this can save a lot of time and frayed nerves. Given no budget at all a designer will take the brief and come up with the best possible solution for your requirements but it may come in at a cost that is well over your expectations. A budget enables your designer to design accordingly.

**Your company identity** - Your designer needs to get a feel for your company. Tell us as much as you can about yourselves, your brands, products and services, where you see yourselves in the market and where you want to be. Give as much information as possible, this will include your brochures and even samples of you products if possible.

**How you would like the stand to look** – It is important that you share your ideas with the designer to get the right feel for your stand – do you want an inviting open space or a closed stand for invited guests only. Will you use graphics to convey your message or do you want to display as much product as possible; perhaps you want a gimmick to encourage people stop by your stand.

**Using your space** - Stand space is expensive so you need to ensure you make the best use of it. Decide if you need a store room, will you need a private or semi-private meeting room, perhaps just a reception desk/greeter desk? To a certain extent any products you are exhibiting will dictate how you use the space, large items such as vehicles command a lot of space where as tiny items like jewellery do not take up much room but may require showcases for display and security. A good designer will ensure you that you maximise the use of the space you have bought.

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**Stand dressing** – The designer will advise on furniture for the stand – be sure to let them know your preferences, you may prefer chairs to stools for example. Some exhibitors supply their own furniture others choose to hire from the contractor or organisers; you will probably decide what is most cost effective for you depending on how many shows you plan to do. If you plan to make a presentation, show a corporate video or demonstrate software you will need to consider supplying or hiring audio visual equipment – many exhibitors choose to hire rather than use their own from a security point of view.

**Graphics.** Good graphics can really make a really stunning impression. A picture can get your message across in a split second and “show weary” visitors will not read a lot of text. You may choose to have a set of graphics designed that can be used again and again or they may be show specific.

**Stand staff.** A contractor will always ask how many people will be manning the stand during the show. Allowances need to be made for individual’s coats and bags, it could be a lockable cupboard or store depending on the how many people will be working. Don’t have enough staff? You can even arrange to hire specialist stand staff to work on your stand for the duration of the event

**Marketing Goals.** Your designer will ask you what you want to get out of the show. Are you looking for sales leads, to write business or to demonstrate your products and services. Depending on your aims for the show this will depend you filter your visitors and how you will you ensure they have an unforgettable visit to your stand?

**Practical considerations.** If you decide to use the full services of your contractor you may just need to turn up on the day of the show, however it is likely you will meet at the end of the stand build for a formal handover. We like to confirm that you are happy with everything and that our design on paper has translated into the reality you expected. You can take this opportunity to learn how to operate the AV equipment and to unpack your brochures.

When you decide to use Warrens Display you are not just getting a designer, installer or account manager, you are getting years of experience of designing, installing and managing exhibitions, you are also working with a company who will ensure you get the best out of your exhibiting experience.

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